

NEWS RELEASE

Indiana Criminal Justice Institute



Communications Division

Mica Perry, Communications Director

317.232.1292 or mperry@cji.in.gov

Rachel Meyer, Communications Manager

317.232.7610 or rmeyer@cji.in.gov

FOR IMMEDIATE RELEASE

August 13, 2007

“Drunk Driving. Over the Limit. Under Arrest.” **Labor Day Advertising Campaign Begins**

INDIANAPOLIS, IN. – Indiana Criminal Justice Institute (ICJI) Executive Director, Mike Cunegin announced Monday that the Governor’s Council on Impaired & Dangerous Driving will launch a statewide advertising campaign to support the 2007 Labor Day *“Drunk Driving. Over the Limit. Under Arrest.”* enforcement crackdown.

The radio and television advertising campaign will begin August 15 and will conclude September 3. The campaign is designed to warn motorists that during the upcoming Labor Day holiday, approximately 250 law enforcement agencies across Indiana will take a zero tolerance approach to impaired driving.

“We recognize that much if not all of our advertising efforts would be wasted without the presence of real enforcement activity being conducted on the streets,” Cunegin stated. “Officers across Indiana should be commended for their hard work and for the hours of overtime they put into removing impaired and dangerous drivers from our roadways,” Cunegin added.

The advertising campaign, with its strong enforcement message, will focus on 18-40 year old males, the population identified as most likely to drive impaired. “The *“Drunk Driving. Over the Limit. Under Arrest.”* message is clear. You drive impaired and you will be arrested,” said Ryan Klitzsch, ICJI’s Traffic Safety division director.

-more-

101 West Washington St. • Suite 1170 • Indianapolis, IN • 46204

Mike Cunegin, Executive Director

www.in.gov/cji

NEWS RELEASE

Indiana Criminal Justice Institute



Communications Division

Mica Perry, Communications Director

317.232.1292 or mperry@cji.in.gov

Rachel Meyer, Communications Manager

317.232.7610 or rmeyer@cji.in.gov

Indiana's law enforcement agencies will step up current DUI enforcement efforts during the "*Drunk Driving. Over the Limit. Under Arrest.*" campaign. These agencies will use the three week increased enforcement period to conduct a series of DUI checkpoints, saturation patrols and other enforcement activity.

"The goal of the "*Drunk Driving. Over the Limit. Under Arrest*" campaign is to simply save lives by convincing motorists to consider the consequences before they drive under the influence of alcohol or any other substance," Cunegin added.

According to the 2006 Indiana Traffic Safety Alcohol Fact Sheet, more than 1,000 Hoosiers were killed in alcohol-related collisions on Indiana roadways from 2003-2006. During this same period, about 25,000 individuals sustained incapacitating or other injuries from alcohol-related crashes. Each year, approximately 30 percent of Indiana traffic fatalities occurred in alcohol-related collisions. Pickups, SUV's and motorcycles appear to be over-represented in alcohol-related collisions, and thus more likely to produce fatal and non-fatal injuries.

**2006 Indiana Traffic Safety Alcohol Fact Sheet created by the Center for Urban Policy and the Environment on the Indiana University Purdue University Indianapolis campus.*

The Governor's Council on Impaired & Dangerous Driving serves as the public opinion catalyst and the implementing body for statewide action to reduce death and injury on Indiana roadways. The Council provides grant funding, training, coordination and ongoing support to state and local traffic safety advocates.

###

101 West Washington St. • Suite 1170 • Indianapolis, IN • 46204

Mike Cunegin, Executive Director

www.in.gov/cji